BENSON & HEDGES

New LIGHTS BOX

Emma Doffy
753 Dunedin St
Toms River, NJ 08753

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Dear Emma Doffy:

We know that you are a person who likes to smoke and who appreciates quality.

Therefore, we invite you to compare your current cigarette, True, with the taste of Benson & Hedges.

In this cluttered world of cigarette brands, Benson & Hedges is without comparison. And after just a few puffs you will recognize the difference between an ordinary cigarette and Benson & Hedges.

Enclosed is a brochure with two special gift certificates. One entitles you to a free pack with any Benson & Hedges pack purchase. The other will allow you to save $2.00 on a carton.

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Source: https://www.industrydocuments.ucsf.edu/docs/qqln0003